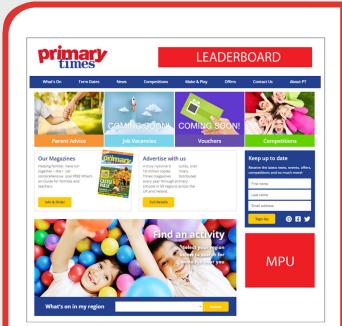
THE MOST EFFECTIVE WAY TO REACH PARENTS OF 4-11 YEAR OLDS

Reach 45,000 unique visitors each month!



NATIONAL ADERTISING OPTIONS

Leaderboard – Positioned at the top of each desktop webpage and does not rotate with any other advert. Generates a minimum of 990,000 impressions per month.

MPU - Positioned on the right side panel of each desktop webpage. All MPU adverts rotate and generate a minimum of 795,000 impressions per month.

ADVERTISING SPECIFICATIONS

Advertisement	Dimensions	Max Size	Format
Leaderboard	728 X 90 pixels	50 KB	JPEG, GIF
MPU	300 x 250 pixels	50 KB	JPEG, GIF



Have your message delivered to 80,000 + inboxes across the UK and Ireland!

NATIONAL ADVERTISING RATES

Advertisement	Price (+VAT)	
Leaderboard	£400 per month	
MPU	£300 per month	
Editorial	£150 per month	
Monthly newsletter sponsorship	£500	
Monthly newsletter inclusion	£150	
Bespoke newsletter	£1,000	

For more information call Victoria on 07736945720 or email <u>victoria.jelleyman@primarytimes.co.uk</u>